CONSUMERS' BUYING BEHAVIOR TOWARDS GREEN PRODUCTS IN FMCG SECTOR: A COMPARATIVE ANALYSIS WITH SPECIAL REFERENCE TO ITC LIMITED AND HINDUSTAN UNILEVER LIMITED

A

Synopsis

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BACKGROUND

Environmental issues have gained importance in business as well as in public life throughout the world. Ranging from commercial businesses, government and other regulatory bodies to citizens all over the world have shown concerns about this threat of global warming. This has led companies rethink on their business activities and the concept of green products has evolved over a period of time.

Green Products is the products of products and services that are recognized to be environmentally safe. It incorporates product/service modification, making changes in production/packaging process and advertising. Green products involves establishing a link between the business and customer by carefully integrating social and environmental concerns. In contrast to Traditional products which involves outbound products (television advertising, print advertising, direct mail and tele products), and focuses on push strategies, green products use inbound products, which focuses on pull strategy. This process entails holistic approach since business naturally has to integrate all the activities in line with environmental concerns. As a strategy, green products involve strategic options such as green products, green packaging, green prices and green communication. The growth of green products and green consumer is, perhaps the biggest opportunity for enterprise and invention the industrial world has ever seen.

The first-ever workshop on ecological products was held in 1975 by the America Products Association (AMA). The aim of the workshop by the AMA was to bring all stakeholders together to analyse the effects products had on the environment. The workshop broke ecological products into three (3) components, the products activities, the positive and negative effects of products and lastly the environmental challenges as a resulting of products. In defining green, we might be addressing just a colour but in going further to what does it mean to go green we might get a clearer definition. Going green means the persistence in seeking information and actual application that can lead to a friendlier environment and help the environment sustain its resources for now and years to come.

CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour is the result of the attitudes, preferences, intentions and decisions made by the consumers in a market place before buying a product. The study of consumer buying behaviour is an interdisciplinary subject area drawing widely from sociology, psychology, anthropology etc.

GREEN PRODUCTS AND ECO MARK

The terms "green" or "sustainable" often refer to products, services or practices that allow for economic development while conserving for future generations. We prefer to describe a green product as one that has less of an environmental impact or is less detrimental to human health than the traditional product equivalent. While on the topic of defining a green product, you must realize that almost no product will ever be 100% "green," since all product development will have some impact on the surrounding environment. It all comes down to degrees of impact and as we discussed above, trading off between impacts.

To understand the trade-offs, you should realize that there are select attributes that describe green products and services; we list them below to help you further understand what a green product truly is. Green products are,

- Energy efficient, durable and often have low maintenance requirements.
- Free of Ozone depleting chemicals, toxic compounds and don't produce toxic by-products.
- Often made of recycled materials or content or from renewable and sustainable sources.
- Obtained from local manufacturers or resources.
- Biodegradable or easily reused.

The criteria for marking product as Eco Mark product are based on the cradle-to grave approach, i.e., from raw material extraction to manufacturing and to disposal. The basic criteria cover broad environmental levels and aspects, but are specific at the product level. A product is examined in terms of the following main environmental impacts:

1. That they have substantially less potential for pollution than other comparable products in production, usage and disposal.

2. That they are recycled, recyclable, made from recycled products or bio- degradable, where comparable products are not;

3. That they make significant contribution to saving non-renewable resources including non-renewable energy sources and natural resources compared with comparable products;

4. That the product must contribute to a reduction of the adverse primary criteria which has the highest environmental impact associated with the use of the product, and which will be specifically set for each of the product categories.

FACTORS AFEECTING THE CONSUMER BEHAVIOUR FOR GREEN PRODUCTS

We have assumed some factors which affect the buying behaviour of consumers for green products. They are as follows:

General factors	**Demographic factors**
1) Green packaging	1) Gender
2) Concern for health and environment	2) Income
3) Eco buying behaviour	3) Occupation
4) Advertising	4) Educational qualification
5) Eco labelling	5) Social status
6) Advertising	

EVOLUTION OF FMCG SECTOR IN INDIA

- FMCG is the fourth largest sector in the Indian economy.
- India's household and personal care is the leading segment, accounting for 50 per cent of the overall market, healthcare (31 per cent) and food and beverages (19 per cent) comes next in terms of market share.
- Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector.
- The Union Budget 2019-20 initiatives to increase consumer spending among middle class are expected to boost consumer confidence and improve demand generation for branded consumer products.

- FMCG sector to gain support for growth from Inland Waterways Authority of India (IWAI) multi-modal transportation project of freight village at Varanasi which will bring together retailers, warehouse operators and logistics service providers, investment worth Rs 1.7 billion (US$ 25.35 million).
- FMCG companies are looking to invest in energy efficient plants to benefit the society and lower costs in the long term.
- Incomes have risen at a brisk pace in India and will continue rising given the country's strong economic growth prospects. According to IMF, nominal per capita income is estimated to grow at a CAGR of 4.94 per cent during 2010-19F.
- India's GDP per capita at current prices is expected to increase from US$ 1,481.56 in 2012 to US$ 3,277.28 in 2024.

TABLE-1 POLICY AND REGULATORY FRAMEWORK

	The Government of India has provided a full tax rebate for an income up to Rs 5 lakh (US$ 6,930), which is expected to boost disposable income in the hands of the common people.
Goods and service tax (GST)	Prices of commodities in the FMCG sector, like soaps, shampoo, detergents, biscuits, savoury snacks etc. decreased after the implementation of GST, leading to a 3-8 per cent decrease in prices of goods at modern retail stores.
Food security bill (FSB)	✓ FSB would reduce prices of food grains for Below Poverty Line (BPL) households, allowing them to spend resources on other goods and services, including FMCG products. ✓ This is expected to trigger higher consumption spends, particularly in rural India, which is an important market for most FMCG companies.
SETU scheme	Government has initiated Self Employment and Talent Utilisation (SETU) scheme to boost young entrepreneurs. Government has invested US$ 163.73 million for this scheme.

(source: www.ibef.org)

TABLE-2 STRONG ECONOMIC GROWTH IN FMCG SECTOR

	Trends in FMCG revenues over the years (US $ billion)	**GDP per capita at current prices (US $)**
2011	31.6	
2012	33.3	1481.56
2013	35.7	1485.60
2014	38.8	1610
2015	43.1	1639.69
2016	49	1761.63
2017	52.8	2014.01
2018	68.4	2036.20

2019	83.3	2198.59
2020	103.7	2378.67

(source: www.ibef.org)

TABLE-3 MARKET CAPITALISATION OF COMPANIES

No.	Name of companies	Index Market capitalisation (Rs crore)	Weightage (%)
1.	ITC Limited	207546	32.32
2.	Hindustan Unilever Limited	149248	23.24
3	Nestle India Limited	51209	7.97
4	Britannia Industries Limited	42422	6.61
5.	Godrej consumer products Limited	30884	4.81
6.	Dabur India Limited	28808	4.49
7.	Colgate Palmolive (India) Limited	22770	3.55
8.	Marico Limited	20835	3.24
9.	McDowell's Limited	20533	3.20
10.	United breweries Limited (UBL)	15629	2.43

(source: www.nseindia.com)

TABLE-4 COMPANIES BASED ON THEIR SUSTAINIBLITY REPORT

No.	Name of companies
1.	ITC ltd
2.	HUL ltd
3.	Godrej consumer products ltd
4.	Coca-cola ltd
5.	Nestle India ltd
6.	Marico ltd

(source: www.futurescape.in)

WHY COMPANIES ARE GOING GREEN

Increasing competition, changing customer preferences, and evolving regulatory requirements are rapidly transforming the Indian automobile market. In order to stay ahead of the curve, the Company is not only leveraging on the technological expertise of SMC, but is also enhancing its own R&D capabilities through investments in its facilities and human resources. As a result, the Company has been able to offer safe, reliable, and superior-quality products and services at affordable prices. The Company is also committed to minimising the environmental footprint of its products throughout their lifecycle.

ITC LIMITED

INITIATIVES

1) **Wealth out of Waste (WoW) programme**- Recycling to provide sustainable raw material for ITC's paper board business.

2) **Low Carbon Growth Strategy with accordance to National Action Plan on Climate Change**-Today, more than 38% of ITC's total energy requirements are met from renewable resources.
3) **Lowest water uses per unit of production**- Through conservation, audit and benchmarking.

HINDUSTAN UNILEVER LTD

INITIATIVES:

Reduce packaging - In 2015, the company implemented innovative ways of reducing the resources used for our packaging. We focused on using lighter, stronger and better materials that have a lower environmental impact. This led to over 10,000 tonnes of paper and board waste reduction and over 840 tonnes of polymer waste reduction.

Reducing waste from our manufacturing- In 2015, there was over 92% reduction in disposed waste generated (kg per tonne of production) and 30% reduction in total waste generated (disposed waste and recycled waste) compared to 2008 baseline. This was achieved through captive usage of organic process waste as biogenic fuel in boilers in a few of our factories; waste segregation at source; and reduction in generation of manufacturing wastes though site driven initiatives. In 2015, all our manufacturing facilities retained zero non-hazardous waste to landfill status, a target accomplished in 2014.

Recycle packaging – the company is working in partnership with industry, governments and NGOs to increase recycling and recovery rates in our packaging. We have started using r-PET (80% recycled PET) in our blister packs for personal care brands like Pepsodent toothbrush and Fair & Lovely.

Reducing water use in manufacturing- Water usage (cubic meter per tonne of production) in our manufacturing operations has reduced by 48% compared to 2008 baseline.

We have been able to reduce our water usage by regular metering, monitoring and controlling of utilities consumption at all our manufacturing sites. Some of the other initiatives include better runtime strategies for lesser usage of cleaning water; identifying dry areas in shop-floor; recovery and

reuse of process condensate water; and using Effluent Treatment Plant (ETP) treated water instead of fresh water for ETP chemical slurry preparation.

Reducing greenhouse gas emissions from our manufacturing- the company's CO2 emissions per tonne of production in 2015 reduced by 42% compared to the 2008 baseline. Several initiatives rolled out by our units to conserve energy include increase in biogenic fuel firing in boilers and hot air generators by 11% (in tonnes of biomass) in 2015 compared to 2014, heat recovery from gasses generated from boilers and hot air generators, installation of LED, solar powered lights and wind turbo ventilators for raw materials and finished goods ware-houses, day-light harvesting and energy audits for continuous improvement.

TABLE-5 LIST OF GREEN PRODUCTS

Products	Hindustan Unilever Limited	ITC limited
Beverages	Lipton green tea range Broke bond red label range Bru coffee range	Sunbean Coffee range
Handwash	Lifebuoy germ protection handwash range	Savlon herbal sensitive handwash range Fiama Di Wills handwash range
Floor Cleaner	Cif floor cleaner range	Nimyle herbal floor cleaner range
Body Oil	Love, Beauty and planet body oil range	Fiama Di Wills body oil range
Shower Gel	Love, Beauty and planet shower gel range Dove shower gel range Pears shower gel range	Vivel shower gel range Fiama Di Wills shower gel range
Soaps	Lifebuoy bathing bar range Pears bathing bar range Lever ayush bar range	Savlon soap range Lux bathing bar range Esseenza di wills bathing bar range
Shampoos	Love, Beauty and planet shampoo range Dove shampoo range	Fiama Di Wills shampoo range Vivel shampoo range Essenza Di Wills shampoo range
Sanitizer	Lifebuoy sanitizer	Savlon sanitizer
Essential Oil	Love, Beauty and planet essential oil range	Fiama Di Wills essential oil range
Skin care	Dove skin care range Love, Beauty and planet skin care range	Charmis skin care range Dermafique skin care range

(source: www.hul.in, www.itcportal.com)

LITERATURE REVIEW
NATIONAL

Neeraj Kumar Sharma (2012) in "Industry Initiatives for Green Products in India" concluded that consumers are aware about initiatives taken by corporate about the attributes and use of products that's why they demand for green products.

Sanjeev Kumar, Radha Garg and Anita Makkar (2012) in "Consumer Awareness and Perception Towards Green Products: A Study of Youngsters in India" showed that marketers and environmental protection agencies should take initiative to aware consumers as they are concerned and willing to do their bit towards environment protection.

Harendra Pal Singh Chauhan, Ramesh Chaturvedi (2015) in "Green products initiatives in India: an overview" provided an overview of the green products concept, identified problems hindering the adoption of the green products construct and discusses its practices in the Indian context. The study concludes that green products is something that is continuously growing in both practice and demand.

INTERNATIONAL:

Jacob Cherian& Jolly Jacob (2012) in "Green Products: A Study of Consumers' Attitude towards Environment Friendly Products" shows that the majority of the consumers still lack 'green' knowledge and because of such low awareness towards green products organizations are still not pushing towards developing more green products nor are they working hard on (Boztepe, 2012)green packaging. The research paper is a conceptual study in to green products. The researcher adopted a qualitative research strategy.

Aysel Boztepe (2012) in "Green Products and Its Impact on Consumer Buying Behaviour" found out the effect of green products on customers purchasing behaviours. The study concluded that environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviours of the consumers in positive way. Demographic characteristics have moderate affect on model. In the last section, moreover, questionnaire results conducted on 540 consumers in Istanbul are evaluated statistically.

Shweta Singh, Deepak Singh and K S Thakur (2014) in "Consumer's Attitude and Purchase Intention towards Green Products in the FMCG Sector" looked into and explored the influence of four traditional products mix elements, satisfaction and word of mouth (WOM) on attitude and purchasing intentions of consumers on eco-friendly products specifically fasting moving consumer goods (FMCG) or non-durable ones. The purpose of this study is to find out the behavior of consumer toward green product and collect information on the same. findings indicate that consumers already buying

eco-friendly products and those who are satisfied by the previous purchases were willing to repeat purchases.

A Muthukumaran (2015) in "Emerging Strategies of Green Products in India" examined the present trends of green products in India, describes the reason why companies are adopting it, future of green products and concludes that green products is something that will continuously grow in both practice and demand.

Meghna Sharma and Prachi Trivedi in (2016) "An Empirical Study on Consumers' Awareness Level and Consumption Regarding Green Products in Delhi" assessed the awareness level about Green Products and its consumption by the general consumers in the city of Delhi, India. Structured and undisguised form of questionnaire was prepared which was distributed to 120 respondents. The study is useful to researchers, academicians, organizations and companies who are trying to get the insight of the awareness level and consumption of green products in Delhi.

Amit Syal and Lokesh Jindal (2016) in "Evaluation of Green Products Strategies in FMCG Segment" concluded that Evaluation of green products strategies is crucial among FMCG sector in order to remain competitive and profitable whereby it seems that today's society is not only growing an interest in green products, but also green products practices have become an integral part of carrying out business and more so in FMCG industry that thrives mostly on natural resources for production.

Dr.B.Nagaraju, Thejaswini H.D (2016)" A Study on Consumer Attitude towards Eco-Friendly FMCG Products With Reference To Hubli City in Karnataka" showed there is an increasing interest from customers towards environmental protections and sustainable development. The customers are decided to use those goods which are environmentally safe and good for health. The primary objective of the study is to assess the level of environmental knowledge and concern of the respondents and also to examine the awareness and consumer attitude towards eco-friendly FMCG product. This study was conducted in Hubli City, Karnataka with a sample size 100.

Hariharan Ganeshan and P. Suresh (2016) in "Green Purchasing of Personal Care Products" analysed the perception of consumers towards green purchasing of personal care products which identifies the result through the analysis among the customers in Cochin. This paper belongs to descriptive analysis

of a perception of consumer in green purchasing personal care products. This study undertakes quantitative approach and collects the primary data with the help of structured questionnaire.

Mansi Arora and Akarsh Agarwal (2018) in "Strategic green products and its implication by HINDUSTAN UNILEVER LIMITED" concluded that the growing social concern for the environment has emerged as a key concept in Products – Green Products. Green Products incorporates a broad range of activities including Product Modification, changes to the production process, packaging changes as well as modifying advertising. The changing consumer's preferences with concern for future generations and results of human activities require enterprises to have new decisions and creative ways of creating competitive edge in the market.

Dan-Cristian Dabija, Brindua Mariana Bejan, David B. Grant (2018) in "The impact of consumer green behaviour on green loyalty among retail formats: A Romanian case study" revealed that, from the customer's perspectives, the generation of green loyalty varies across the studied retail formats. The method used was a survey-based quantitative exploratory study, using face-to-face questionnaire administration.

Seema Mahlawat and Manjeet Sharma (2018) in "A Conceptual Study of Green Products and Practices followed in India Regarding Green FMCG Products" explored and understood the conceptual framework of green products and practices followed in India regarding green FMCG products. In this research paper, main emphasis was made on concept, need and ways of green products. The Paper also found out the various green products practices of organizations. The proposed study was conducted with the help of secondary data. The data was collected from Books and journals, research articles, magazines, websites etc

Dr Cross Ogohi Daniel (2019) in "Assessing the Role of Green Products In Small and Medium Enterprises" explored the roles Green Products has on SMEs, taking into consideration the influences of products mix, sustainability and how they impact on SME assess the roles of Green products benefits on SMEs and also to create customer awareness towards making purchasing decisions that would be beneficial for all stakeholders involved. This study used a content analysis approach.

Deepak Kumar Jain, Bhavani Gupta (2019) in "Impact of Green Products on consumer behaviour: A study with special reference to Jammu" looked on perception of consumers regarding green initiatives in production process and to check the impact of production activities on environment. They found out that showing competitiveness in resolving environmental problems. By asking and respecting consumer's choices and preferences, the organization can improve their green products.

D.K. Jayakanth and M. Rajesh (2019) in "The impact of Green Products On Customer Satisfaction with special reference to selected FMCG" found out the impact of green products practices on customer satisfaction among the leather industries' customers. Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green products is a tool used by many companies in various industries to follow this trend. This paper focuses on the impact of green products on customer satisfaction of FMCG products. Multiple regression analysis is used to find the impact of Green products practices on Customer satisfaction

RESEARCH GAP

1) The past studies on green products shows that it is purely a new concept and in trend nowadays and people are becoming more aware about eco friendly products. Past researches show that the studies have been done on consumers' perception but no study has been done till now on the factors affecting the consumers' preferences in buying green products and their (factors) impact on them (consumers' choice).

2) Studies have been done on companies' initiatives regarding green products but no such comparative study of two FMCG companies has been done in green products.

3) Very few studies regarding green products have been done in India and none in Agra district of Uttar Pradesh.

NEED OF THE STUDY

Green products have now evolved as one of the major areas of interest for marketers as it may provide competitive advantages. However, it requires investment in terms of technology enhancement, process modification, communicating benefits to customers etc. Many of the companies in India have now

started products themselves as green organizations due to certain government regulations and shift in the preference of the consumers worldwide. However, not much research with respect to green products has been done in India and there is question about the awareness of green products among consumers. The attitude of Indian consumers towards green products and the relationship between the attitude and behavior is also questionable. As green products is different from the products in traditional way, marketers need to know the factors that persuade the consumer to buy the green products. This study aims to resolve the research question that what factors influence the consumer persuasion to buy the green product. This study will help in finding out the use of green products from consumer's point of view.

OBJECTIVES

1) To study government initiatives towards green products in FMCG sector in India.
2) To study the rationale and strategies for adopting green products in respect of selected companies.
3) To examine the factors determining consumer buying decision with respect to green products for FMCG sector.
4) To examine the consumers' choice for green products in respect of selected companies.

HYPOTHESIS

H0**:** There is no significant relationship between income of the respondent and his buying behavior.

H1: There is no significant relationship between age of the respondent and his buying behavior.

H3: There is no significant relationship between social status of the respondent and his buying behavior.

H4: There is no significant difference between educational qualification of the respondents and his buying behavior.

H5: There is no significant relationship between occupation of the respondent and his buying behavior.

H6: There is no significant relationship between general factors and the consumers' buying behavior.

METHODOLOGY OF DATA:

The main objective of the study is to analyze the impact of green products on consumer's buying behavior within the automobile sector. Both primary data and secondary data will be used for the study.

1. Primary Data

For this purpose, a questionnaire will be prepared and questions will be asked from the respondents. The primary data for my study will be collected through questionnaire and interview of the people from the Agra district

2. Secondary data

Secondary data will be procured from the following sources: Books, Magazines and Journals Newspapers, International Publications, Government Publications, Annual reports, Internet, Library.

Sample Design

UNIVERSE: AGRA DISTRICT

AGRA DISTRICT: Mathura, Mainpuri, Firozabad, Agra, Deeg, Mathura, Bharatpur, Dholpur, Ambah, Shikohabad ,Etawah

SAMPLING METHOD: SIMPLE RANDOM SAMPLING

In this study we will take 500 respondents for the survey depending on their demographic factors like age, income, occupation, gender, etc

Time period:

2011-2021

Analysis and interpretation

For the interpreting the results of our study tools like ANOVA, correlation, factor analysis, grounded theory will be used.

TABLE -6 RESEARCH DESIGN

OBJECTIVES	**RESEARCH METHODOLOGY**	**TOOLS AND TECHNIQUES**
1. To study government initiatives towards green products in FMCG sector in India.	Secondary data will be used to fulfil this objective for example websites, journals, etc	
2. To study the rationale and strategies for adopting green products in respect of selected companies.	Secondary data will be used to fulfil this objective for example websites, journals, etc	

3. To examine the factors determining consumer buying decision with respect to green products for FMCG sector.	Primary data will be used to collect the data for example questionnaires, personal interview, etc.	ANOVA test.
4. To examine the consumers' choice for green products in respect of selected companies.	Primary data will be used to collect the data for example questionnaires, personal interview, etc	Factor analysis, grounded theory, correlation

PROPOSED CHAPTER PLAN

Chapter 1: Green products

1.1 An introduction

1.2 Objective

1.3 Research methodology

1.4 Scope of study

1.5 Limitations

Chapter 2: Review of literature

Chapter 3: Government policies applicable in India

Chapter 4: Strategies of the Hindustan Unilever Limited and ITC ltd.

Chapter 5: Factors affecting consumer buying intention regarding green products Chapter 6: Analysis and testing of hypothesis

Chapter 7: Findings & Suggestions

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Annexures: questionnaires

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